

COMPANY PROFILE

**BELECO CO.,Ltd**

BROCHURE

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## COMPANY OVERVIEW



BELECO Co., Ltd (BELECO or referred to as “company”) is selling Korean cosmetics all around the world. We are able to supply and manufacture products such as makeup, skincare, perfume, and hair care. At present, we are Korean cosmetics distributor to North America, Middle East, Africa, Asia, and Pacific Ocean Pacific. Our current location for the head office located in Gimpo, South Korea. From 13th April 2018 onward, we are hiring 20 employees and still recruiting more employees in the future. BELECO has been awarded \$300.000 Export Tower in 2015, awarded \$500.000 Export Tower in 2016 and has been awarded 1 million Export Tower in 2017. The import sales is increasing twice for each year and BELECO employees are aiming to get 2 million Export Tower in 2018. BELECO tries to strengthen our “own brand” marketing through online and offline.

## KEY FACTS

- > Head Office : No.301, 105, Yanghwa-ro, Mapo-gu, Seoul, Republic of Korea.
- > Phone : 82 1800 8706
- > Web Address : <https://www.belecobeaauty.com>
- > Revenue / turnover: 179 billion
- > Established : 2012
- > Business Type : Wholesale and Retail Trade / Manufacturing
- > Employees : 20+

## BUSINESS DESCRIPTION



21st century  
leading company  
as Korean cosmetics  
supplier



Beleco Company  
management philosophy  
is to please  
customer satisfaction.



Company that based  
on competitiveness  
and trust to make  
a new path  
with the customers.



Promoting human  
respect to the employee  
welfare and social  
contribution through  
management.

We “BELECO company” manufacture and supply famous Korean cosmetics to more than 30 countries. As a distributor company, we will lead the trend of K-beauty with competitive price and good quality product.

The main lead of our company product which are CHOUCHOU, Plumeria, and BELECO lipstick. BELECO is the exclusive distributor license for brands such as Karadium, G9Skin makeup line, Coreana, The Skin Face, and U:RE Skin (only for Vietnam). In order to lessen product genuinely issue we established the company in 2012 at Korea, with this establishment we are able to have 80% direct supplier from the Korea headquarters.

On 2015 BELECO company has been awarded \$300.000 Export Tower, in 2016 has been awarded \$500.000 Export Tower and in 2017 has been awarded 1 million Export Tower. The import is increasing twice for each year and BELECO employees are aiming to get 2 million Export Tower in 2018.

BELECO team has been divided into Sales team, Overseas team, Marketing team, and Design R&D team. Our company is focusing on the manufacturer and distributor business. The main product we do manufacture is lipstick, mascara, foundation, and eyeshadow. In the future, we will be releasing skincare line product as well.

Current sales for Korean cosmetics distributor is 50% from Vietnam, 30% from Indonesia, 15% from Thailand, 10% from America and 5% from South East Asia. Through the targeting sales, BELECO is preparing breakthrough to USA with 200 Korean brands and 50,000 SKU that are available to supply.

## BUSINESS DESCRIPTION

Through the targeting sales, BELECO is preparing to breakthrough to USA with 200 Korean brands and 50,000 SKU that are available to supply.



Beleco supply Korean cosmetic to Worldwide:

USA, Netherlands, Ukraine, Saudi Arabia, United Arab Emirates, Republic of South Africa, Kyrgystan, Russia, Hongkong, Republic of the Union of Myanmar, Bangladesh, Thailand, Malaysia, Singapore, Cambodia, Japan, Taiwan, Vietnam, Philippines, Indonesia.

Besides the major task as a distributor, BELECO is researching for customer preferences changes in the market. The R&D department is continuously developing, manufacture and renewal products. Based on customer preferences for Korean products, BELECO manufacture and wholesale products are proceeded and manufactured by using Korean ingredients.

Our mission, we want to spread out Korean beauty globally. While introducing our brand, the most important is to communicate with the locals. After, aware women's ambition toward beauty we are trying to look for a better solution for women to be more aware and convenient. We are looking forward to make a new world and culture where we can co-exist together through communication with the locals.

Our journey, the value and method of pursuing the beauty of women around the world have changed within the history. We believe that the value and expression demanded in this era are still on changing, this fact will never be changed. BELECO will act as a companion to walk together in this changing world with the customer. A promise within inside to share a philosophy that will never change.

## HISTORY

Through years of experiences and continuous relationship with the customer,  
We as Korean cosmetic supplier position are trying to provide the best services.

### 2017 ↓

Awarded \$ 1 Million Export Tower in 2017.

2017.04 Plumeria cosmetic launched.

2017.06 CHOUCHOU cosmetic launching event.

2017.06 CHOUCHOU cosmetic participated at Ho Chi Minh cosmetic EXPO.

2017.06 Certificate of Trademark Registration BELECO Co., Ltd.

2017.09 Certificate of Trademark Registration BELECO CHOU CHOU de Signature Premier Matt.

2017.09 Certificate of Trademark Registration Vivid&CO.

2017.10 Participated K-Beauty EXPO at Bangkok.

2017.11 Participated COSMOBEAUTE at Indonesia.

Registered Small & Medium Business Corporation "Futhers" Club.

Authorized as Exclusive Brand Agreement with A.concept , The Skin Face , Dear Dahlia.

Certificate from Korean Industrial Technology Association for Design R&D Department.

Elected as Main Biz from Ministry of SMEs and Startups.

### 2016 ↓

Awarded \$500.000 Export Tower.

Changed company name to BELECO Co., Ltd.

Launched BELECO cosmetic.

2016.10.20 Registered BELECO cosmetic brand.

BELECO lipstick stored in DONGMOO (JN Shopping Mall) duty free.

Authorized Sole Brand Agreement with Karadium x Pucca.

Certificated issue as exclusive Brand distributor with Karadium.

Authorized Distributor Agreement with 16Brand, Nakeup face, CHICA Y CHICO.

Participated at 8th Vietnam International Retail & Franchise Show.

Participated at Malaysia 2016 G-Fair Korea.

Certificate member of Gyeonggi Exporter Association.

Certificate member of Korea International Trade Association (KITA)

Certificate of Trade Business Code by Korean International Trade Association (KITA)

BELECO registered Mail-Order Sales Business

Certificate as member of KORCHAM (company code : 880950067)

Global Location Number : 8809500670018.

## 2015 ↓

Awarded \$300.000 Export Tower by Korean Trade Association.  
Certification of Gyeonggi-province Export Frontier Enterprise for Authorized Distributor Agreement.  
Authorized Distributor Agreement for Ciracle, Label Young, Tony Moly Chosungah22, YADAH, KARADIUM.  
Authorized Distributor Agreement for KARADIUM, AMOK and Dr. Young.  
Registered for Korea Food & Drug Administration.

## 2014 ↓

Established Vietnam overseas branch office.  
Authorized Distributor Agreement with Berrisom.  
Authorized Distributor Agreement for Tosowoong and White Lie.

## 2013 ↓

Established JYH International as corporate company.  
Authorized Distributor Agreement with Secret Key and Benton.

## 2012 ↓

Established JYH Trade.  
Official sole distributor contract for too cool for school.  
Distributor Agreement for Hanaro Mart for Gyeonggi area.

## Prize & Awards ↓



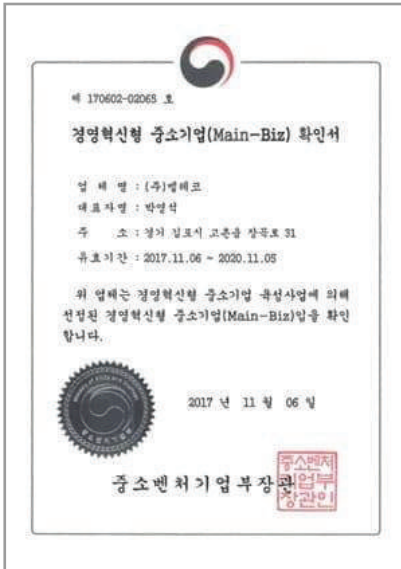
Certification of Gyeonggi-province Export Frontier Enterprise for Authorized Distributor Agreement.



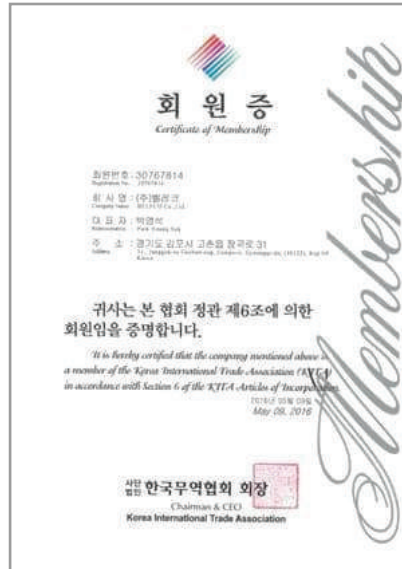
Awarded \$ 3 Million Export Tower in 2015  
Awarded \$ 1 Million Export Tower in 2017



**Our License** ↓



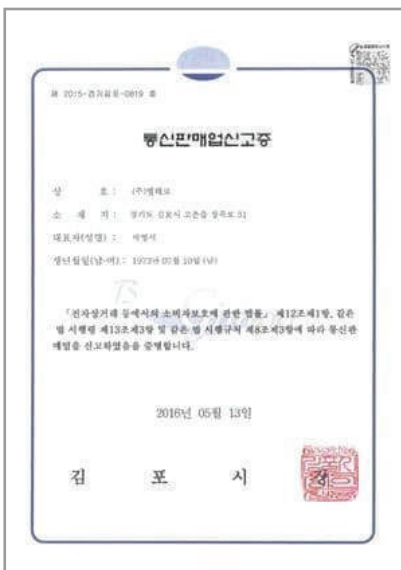
Main-Biz



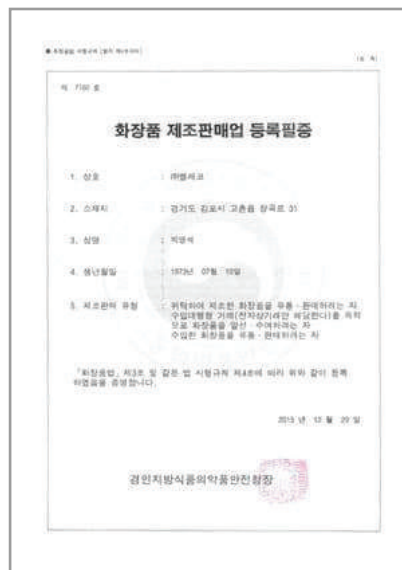
KCCI Trade Certification



Certificate of Design R&D Department



Mail-Order Sales Business



KCCI Trade Certification



Certificate of GS1 Korea



## KEY EMPLOYEES



### Sales Team

Domestic Sales  
Overseas Sales  
Brand Sourcing  
Buyer Management



### Marketing Team

managing homepage  
market research  
Advertisement  
Social Market  
Management



### Design Team

Product Design  
Sales Design  
Product development



### Logistics Team

Product packing  
Product Inspection  
Shipment  
Inventory Management



### Support Team

Accounting  
purchasing  
General affairs  
Human resources  
affairs



### Vietnam Team

Sales in Vietnam  
Vietnam Buyer  
Management  
Vietnam Market  
Research

NAME	JOB TITLE	BOARD	EQUITY
Youngsuk Park	President and Chief Executive officer	Executive Board	50%
Kijoong Yoo	Vice President	Executive Board	50%
Insang Yoo	Head of department	Senior Management	-
Yoonjin Lee	Management Support Team Lead	Senior Management	-
Kyeongsun Min	Lead of Design Development Team	Senior Management	-
Kiyeoun Cho	Lead of Logistics Team	Senior Management	-
Youngsang Kwon	Marketing Team Lead	Senior Management	-
Nguyen Bao Thoa	Vietnam Branch Team Lead	Senior Management	-

## OUR BRAND & SUPPLY BRAND

### ▶ Manufacture by BELECO Brand

BELECO

BELECO Beauty is a lot of experience in the distribution of BELECO cosmetics.  
BELECO Urban Stick Shot is the first item in the first brand made by BELECO self.



#### BELECO Urban Stick Shot Lipstick

- Capacity: 3.5g
- Price: 12,000 won

BELECO's urban stick shot lipstick is made up of various textures that provide moisture and pigmented colors for the lips. Try to make a professional makeup look with the long-lasting lipstick. The lipstick contains grape seed oil and shea butter ingredients that keep the lips moisturized.

CHÖUCHÖU

"CHÖUCHÖU" means special people in French. Gorgeous and luxurious black with gold color package, premium products designed for texture, feel, color and case. It's a functional Korean cosmetics reflecting trends that make customers special, differentiated design, not just cosmetics for beauty.



#### Signature Premier Matt Rouge

- Capacity: 3.5g
- Price: 21,000 won

Low-viscosity light oil gently adheres to the lips, make your lip inside moist, outside smooth with matt finish.



#### Waterproof UV Protect Cream

- Capacity: 50ml
- Price: 12,000 won

UVA and UVB simultaneous blocking effect effectively protect skin. It is a waterproof functional sun cream less sticky.



#### Super Easy Eyeliner Brush

- Capacity: 0.5g
- Price: 12,000 won

With 0.1mm extra fine brush to produce more delicate and clear without irritating the eyes.



### The Great Desire Matte Rouse

- Capacity: 3.5g
- Price: 21,000 won

With rich color expression showed different temperature red colors. Magnetic case adds luxury and feminine sensibility.



### The Great Desire Pro Perfection Cover Pact

- Capacity: 8.5g
- Price: 28,000 won

A foundation fact that moist and fine powder particles come in contact with skin flexibly and cover skin defects.



### Green Therapy Cleansing Water

- Capacity: 300ml
- Price: 15,000 won

A moist, no-wash seaweed cleansing water containing organic botanical extracts, removes impurities and makeup residue smoothly.

*Plumeria*

Plumeria means spring flower's name.

It is sweet and pleasant flower, symbolizing purity. Using Plumeria, as a way to bring beauty, full of vitality and purity for women. To express this beauty, the manufacturer focused on elegant design and High quality texture.



### BELECO Urban Stick Shot Lipstick

- Capacity: 3.5g
- Price: 12,000 won

Plumeria lipstick deserves the pride of the girls when picked up, surfing the sweet lines on the lips thanks to the elegant modern block design. Mysterious black color is highlighted the luxury beauty. This lipstick is made from magnets that absorb lip lids that make it easy for girls to open and close.

## EXHIBITION PARTICIPATION & LAUNCHING SHOW

### ► Exhibition Participation

#### 2016 VIETNAM INTERNATIONAL RETAIL&FRANCHISE SHOW



#### 2016 G-FAIR KOREA KUALA LUMPUR MALAYSIA





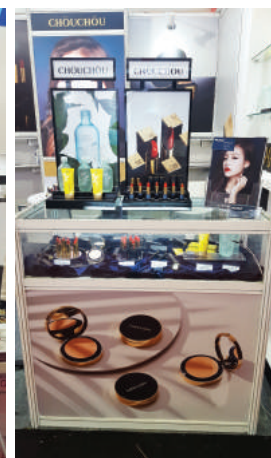
## 2017 K-BEAUTY EXPO VIETNAM



## 2017 K-BEAUTY EXPO BANGKOK



## 2017 COSMOBEAUTE INDONESIA





▶ **LAUNCHING SHOW**



Beleco hosted CHOUCHOU brand launching show at Western Palace Wedding & Convention in Ho Chi Minh City, Vietnam on 2017.06.04.



► **Exclusive Brand and Product**



## KARADIUM

Karadium, the name that calling for natural color instinct. Karadium is one of a brand that researching suitable colors for women and try become the leader of a trendy makeup brand. The process of makeover change is a precious moment for each woman and we will always there for you and become a companion for that process.

## G9SKIN



Are you living in this busy life of cities?

Always encounter with the same information and hazardous environment.

For you who are always concern the best solutions for your skin, we are the brand that provides solution for your skin concern by adding the good ingredient and reduce the ineffective ingredient.

## THESKINFACE

The creation and development! The confidence of my skin!  
The Skin Face is a brand made by experienced skin researcher!  
Our makeup brand always takes consideration of healthy skin and beauty first.







## U:RE SKIN

U:RE SKIN one of BELECO exclusive brand.  
The brand mainly focused for natural skincare line that can be used for different skin concern. Protect your skin by using the right product, start by using natural product provided by U:RE SKIN.

\*Exclusive only in Vietnam

**Chupa Chups**



“Life Less Serious”  
Chupa Chups is a friend for women who live in a never-ending cycle life. That gives sweetness and happiness to life.  
Chupa Chups beauty that offer sweetness to the smile.


















\*Exclusive only in Vietnam.

## Coréana Biocos

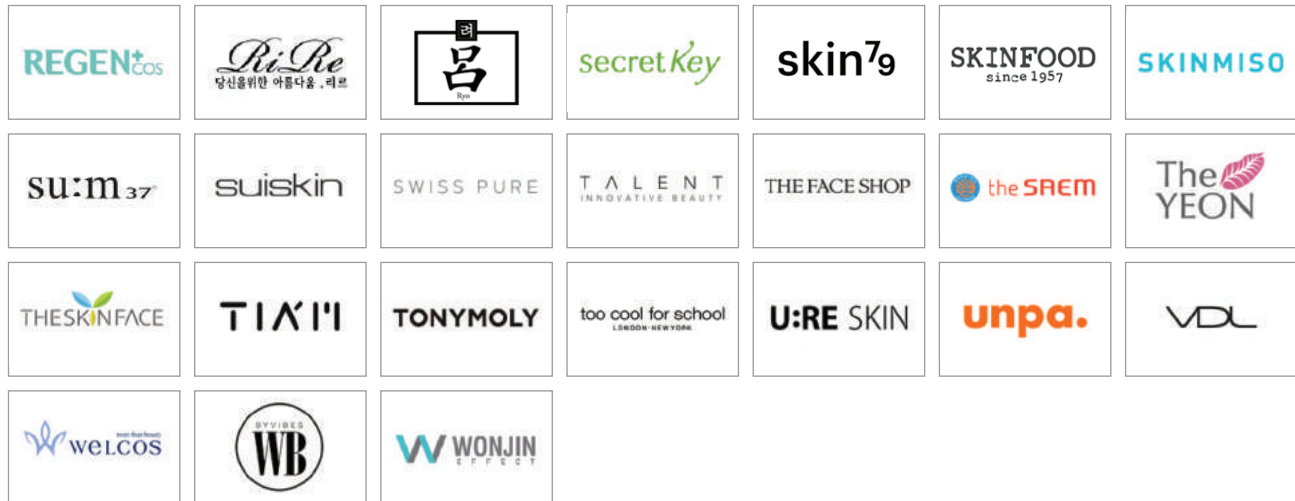
Vital Cream with twice the moisture effect strengthened by Baby hydro-code contained in the gel network, forms concrete moisture film to care skin, and collagen fills elasticity to moisturize and softens as if baby's skin.



▶ Supply Brand

		3W CLINIC		ABOUT ME	ACONCEPT®	
AHC		banila co.				BERGAMO
	Biocos		borntree		CHICA Y CHICO	ver. 22 chosungah
CHÖUCHÖU						CRE8SKIN
DEAR DAHLIA	DEWYTREE	DKCC®		Dr.Haiian	Dr.Jart+	Dr.wonder
ELENSILIA				FOODHOLIC	FORENCOS	G9SKIN
GCOOP	goodal	GRAYMELIN		HANSKIN		Haruharu
HOLIKA HOLIKA		innisfree	IOPE	It'S SKIN		KARADIUM
	LABIOTTE Laboratories of nature	LAGOM NOT TOO LITTLE. NOT TOO MUCH	LANEIGE		LEBELAGE	
		Mamonde	MAXCLINIC			
	Mini RABBIT			MOART		NATURE REPUBLIC
NOT4U	PASSIONCAT	Perfect Skin				

▶ Supply Brand



## BEING A RESPONSIBLE COMPANY

BELECO is doing our best way to be acknowledged and trusted by doing responsible business. We are in a phase of business growing by including the distributor, logistics partner and manufacture company as well. By maintaining and increasing long-term relationship with the partners all over the world, we are in cooperation to manufacture and distribute Korean cosmetics by maintaining the quality. Our goal in 2018 is to solve the problem regarding the issue of Korean cosmetics quality by doing ethical trading and responsible growing practices. With this responsibility we are always ready to hear every single feedback from the customers and then we will correct and learn from it, in order to give the best services for the customers. We are always think and believe that every single customer that is connected with us is a part of our community. Currently, we are supporting online and offline marketing for every country. So, communication with every customer is very important in order to raise brand awareness.

## LOCATION



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